

## Window Sign Regulations - Benchmark Information

| City                            | At a Glance   | Details   | Definitions   |
|---------------------------------|---|---|---|
| <a href="#">Alexandria, VA</a>  | 20% of window<br>Includes temporary and permanent signs                                 | The total area of window signs (temporary and permanent), including those advertising sales, in any one window shall not exceed 20% of the area of the window. The total area of window signs shall be included in determining the total area of signs erected or displayed.                                | <u>Window Sign</u> - Any sign affixed to, or visible from the outdoors through any window in a building or structure, provided, however, that any object that is sold or available for purchase on the premises of the property upon which it is erected or displayed shall not be considered a window sign.  |
| <a href="#">Annapolis, MD</a>   | Window signs count towards facade coverage<br>Interior not regulated                    | Window sign coverage counts towards the overall sign area permitted for the facade, 1 square foot per lineal foot of building frontage. Signs attached to the interior of the window are generally not enforced.  | <u>Window Sign</u> - Not specifically defined   |
| <a href="#">Asheville, NC</a>   | Window signs count towards facade coverage<br>Interior window signs limited to 16 sq ft | Attached signs shall not exceed 50 sq ft of permanent signage per facade (including window signs). Temporary signs that are affixed to the inside of a window shall not exceed a cumulative total 16 sq ft.   | <u>Window Sign</u> - A sign that is permanently painted on, permanently attached to or designed to be visible through a window, excluding displays of merchandise. <u>Temporary sign</u> - A sign with or without a structural frame, not permanently attached to a building, structure or the ground and intended for a limited period of display; provided, however, this shall specifically exclude portable or moveable signs which are hereinafter prohibited. |
| <a href="#">Cary, NC</a>        | 25% of window<br>Includes temporary and permanent signs                                 | Signs (temporary and permanent) shall be allowed on the inside or outside of window glass of nonresidential properties provided that they cover no more than 25% of the gross glass area on any one side of the building and they are not separately illuminated.   | <u>Window Sign</u> - Any sign that is applied to the inside of glassed areas of a building.   |
| <a href="#">Charleston, SC</a>  | 20% of window<br>Includes temporary and permanent signs                                 | Window signs (temporary and permanent, interior and exterior) may be displayed provided no more than 20% of any single window area is covered by such signage. Window signs are to be limited to ground-floor windows and/or businesses. Temporary window signs shall be in place for no more than 60 days. | <u>Window Sign</u> - Any sign that is permanently painted on, applied to, attached to or projected upon the glass area of a building, including doors, whose identification, message, symbol, insignia, visual representation, logo type, or any other form which communicates information is intended to be read from off-premises, contiguous property or a public right-of-way.  |
| <a href="#">Charlotte, NC</a>   | 50% of window<br>Includes temporary and permanent signs                                 | Total copy area no to exceed 50% of the window or glass door onto which the sign(s) are located (temporary and permanent, interior and exterior).   | <u>Window Sign</u> - Any sign attached to or directly applied onto a window or glass door of a building intended for viewing from the exterior of such building.  |
| <a href="#">Chattanooga, TN</a> | Window signs count towards facade coverage (20% of facade)<br>Interior not regulated    | Total sign area of attached signs shall not exceed 20% of the area of the facade to which the signs are attached (including window signs). Signs attached to the interior of the window are not regulated.  | <u>Window Sign</u> - Not specifically defined   |

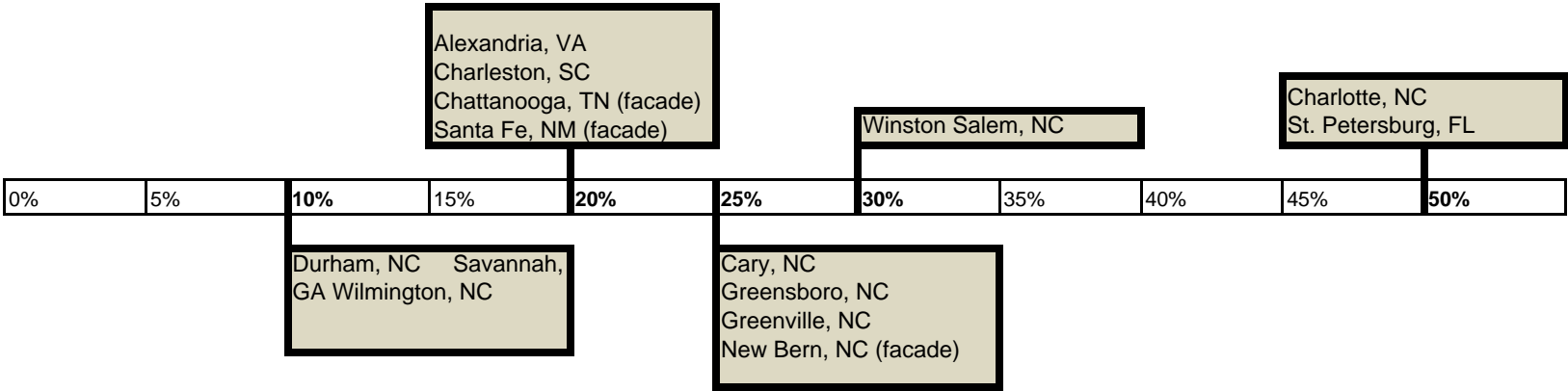
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|----------------------------------|---|--|--|
| <a href="#">Durham, NC</a>       | 10% of window<br>Includes temporary and permanent signs                                 | Window signs shall not exceed 10% of the window area on each facade and shall not exceed the maximum permitted sign area for the lot (temporary and permanent, interior and exterior).   | <u>Window Sign</u> - Signs that are attached to, painted on, or etched into a window or displayed within 12" (measured horizontally) of the window and are legible from outside of the window.   |
| <a href="#">Fayetteville, NC</a> | Maximum window coverage 32 sq ft  | Maximum window coverage of 32 sq ft (temporary and permanent, interior and exterior), including posters and flyers.  | <u>Window Sign</u> - A sign that is placed on and/or attached to the interior side of a window or door glass of a building by means of adhesive, paint and/or manufacturing process intended for viewing from the exterior of such building; or a sign within a building, placed no more than 12" behind the window which is visible through the window. |
| <a href="#">Greensboro, NC</a>   | 25% of window<br>Includes temporary and permanent signs                                 | Aggregate sign area limited to 25% of window (temporary and permanent, interior and exterior).   | <u>Window Sign</u> - Any sign that is painted on, affixed to, or designed to be visible through a window, excluding displays of merchandise.   |
| <a href="#">Greenville, NC</a>   | 25% of window<br>Includes temporary and permanent signs                                 | Window signs may not cover more than 25% of the transparent surface area of the window or door to which they are attached (temporary and permanent, interior and exterior).  | <u>Window Sign</u> - Any sign that can be viewed through an open doorway and/or open window from any point outside the building.   |
| <a href="#">High Point, NC</a>   | Not regulated   | Window signs painted on or attached to a window are exempt from ordinance, including posters and flyers.   | <u>Window Sign</u> - Any sign which is painted on, affixed to, or designed to be visible through a window, excluding displays of merchandise.  |
| <a href="#">New Bern, NC</a>     | Window signs count towards facade coverage (25% of facade)<br>Interior not regulated    | The sign surface area of any sign located on a wall of a structure (including window signs) shall not exceed 25% of the total surface area of the wall of a building from end to end. Signs attached to the interior of the window are not regulated.  | <u>Window Sign</u> - Not specifically defined  |
| <a href="#">Raleigh, NC</a>      | Window signs count towards facade coverage<br>Interior not regulated                    | Window sign coverage counts towards the overall sign area permitted for the facade, 2 square feet per lineal-foot of each building wall facing a public street or private accessway. Signs attached to the interior of the window are not regulated.   | <u>Window Sign</u> - Any sign painted, stenciled or affixed on a window that is visible from a right-of-way.   |
| <a href="#">Santa Fe, NM</a>     | Window signs count towards facade coverage<br>Interior window signs limited to 16 sq ft | Wall signs (including window signs) shall, in no case, exceed 20% of the area of the wall on which they are displayed or 80 sq ft in sign area, whichever is less, even if the district permits a larger total sign area. No portable or temporary sign shall exceed four feet in any one of its dimensions except as otherwise set forth in this section. | <u>Window Sign</u> - Not specifically defined  |
| <a href="#">Savannah, GA</a>     | 10% of window<br>Includes temporary and permanent signs                                 | Window signs on or within windows relating to the business conducted within or to nonprofit civic or charitable organizations provided no greater than 10% of any window area is utilized for such signs. This includes posters and/or flyers.   | <u>Window Sign</u> - Not specifically defined  |

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| <a href="#">St. Augustine, FL</a>  | Window signs count towards facade coverage (based on zone, frontage and scale)<br>Off-site signage not allowed | Window sign coverage counts towards the overall sign area permitted. Maximum square footage based on scale assigned per zoning district. In addition to this provision, window signs are limited to 25% of the window area in designated entry corridors and limited to 1 window sign no greater than 6 sq ft in the historic districts. All temporary window signs shall relate to the business conducted within the structure or establishment and no such sign shall exceed 10% of the glassed area of the window or 50% of the maximum size for a sign permitted in the appropriate zone, whichever is smaller. Off-site signage not allowed. | <u>Window Sign</u> - Any sign affixed to, in contact with a window, or located within 3 feet of any window surface facing the outside and that it is intended to be seen from the exterior. <u>Temporary Window Sign</u> - Window sign of a temporary nature used to direct attention to the sale of merchandise or a change in the status of the business. |
| <a href="#">St. Petersburg, FL</a> | 50% of window<br>Includes temporary and permanent signs  | The maximum cumulative area of non-illuminated signs in a window shall be 50% of the total window pane area. Window signs that are illuminated shall be included in the wall signage allowable for the site. This includes posters and/or flyers.   | <u>Window Sign</u> - Sign located on a window or within a building or other enclosed structure and which is visible from the exterior through the window or any other opening.  |
| <a href="#">Wilmington, NC</a>     | 10% of window<br>Includes temporary and permanent signs  | Shall not exceed an aggregate area equal to 10% of the total ground floor glassed window area of the building (temporary and permanent, interior and exterior).   | <u>Window Sign</u> - A sign attached onto the inside or outside of the window of a building.  |
| <a href="#">Winston Salem, NC</a>  | Window signs count towards facade coverage<br>30% of window<br>Interior not regulated                          | Window sign coverage counts towards the overall sign area permitted for the facade (15%). The copy area of a permanent window sign shall not exceed 30% of the window pane. Interior signage not regulated.   | <u>Window Sign</u> - An on-premises wall sign that is permanently etched into, attached to, or painted on the outside of a window and is legible from outside the window.   |

**Benchmark Window Sign Regulations  
(% of Window Coverage)**



Note - Annapolis, MD, Asheville, NC, Fayetteville, NC, Raleigh, NC and St. Augustine, FL limited by square footage and/or building frontage.